

VISIT OUR FURNITURE DEPARTMENT—ACROSS THE STREET—

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4c Papers of Needles
3 Papers 5c

THIS COUPON and 5c for THREE papers of Crowley's "Blue Label" English Needles; regularly 4c a paper. (T)

5c Table Tumblers
SIX for 10c

THIS COUPON and 10c for SIX regular 5c Crystal Glass Table Tumblers, in Colonial shape; full size, clear quality. 30c value for 10c. Basement. (T)

**20c Cans of Mennen's Talcum**
10c

THIS COUPON and 10c for regular 20c can of Mennen's Talcum Powder; borated or violet perfumed. (T)

STORE HOURS: Open at 8:45 A.M.; Close at 5:30 P.M.

Goldenberg's
"It Pays to Deal at Goldenberg's"
BOTH SIDES OF SEVENTH, AT K
"The Dependable Store"**8c Apron Gingham at 4c a Yard**

Standard quality Apron Gingham, in blue, brown, and green checks; warranted fast colors. Supply your needs tomorrow at 4c a yard instead of 8c.

10c Cakes of Hand Sapolio
6c

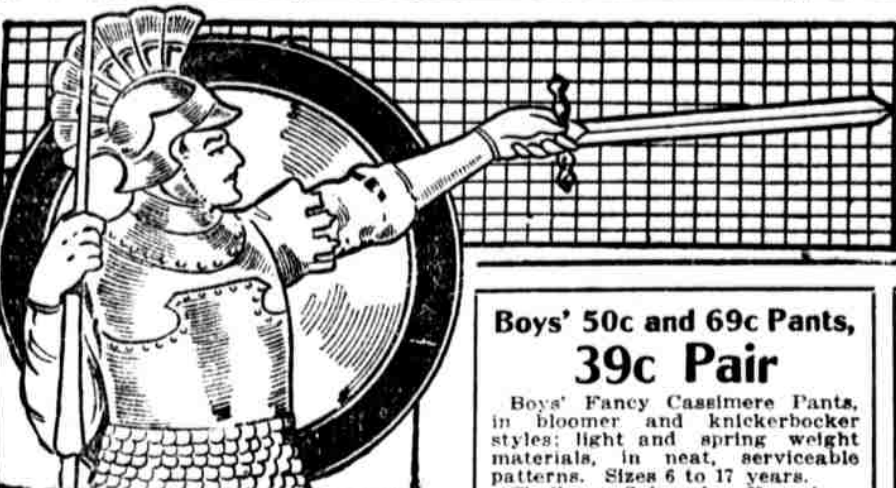
THIS COUPON and 6c for regular 10c cake of Hand Sapolio; for toilet or bath. (T)

10c & 15c Steel Frying Pans 4c

THIS COUPON and 4c for regular 10c and 15c Sheet Steel Frying Pans, with long handles. Two large sizes. Basement. (T)

2c Packages of Hair Pins
6 Packages 5c

THIS COUPON and 5c for SIX packages of Japanese Wire Hair Pins, assorted sizes and kinds. Regularly 2c a package. (T)

A Great Beginning! Now For Another Great Day of Unmatchable Bargain Offerings For the Second Day of the Challenge Sale!**Sample Line of Silk Dresses**
Values Worth Up to \$20.00, at \$6.66

A lot of 150 brand-new, charming Silk Dresses enter the Challenge Sale tomorrow at a price that should interest every money-saving woman. They are the spring samples of a prominent New York maker, who disposed of the lot to us on such favorable terms we can provide one of the biggest surprises of the season.

THE MATERIALS:

Silk Faille, Crepe Meteor, Satin Charmeuse, Crepe de Chine, Silk Poplin, Chiffon Taffeta, and Satin Duchesse.

THE STYLES:

Stunning new effects, including the "Belgian Frock," the Zouave Blouse, the Military Maid, the Tipperary Molly, the Suspender Blouse, as well as Embroidered and Tailored models, in all the high-waisted designs.

THE COLORS:

Choice of a complete assortment of the newest and most favored colors and combinations for spring and summer included in the lot. These Silk Dresses are in sample sizes only—14, 16, and 36.

Choice of values worth up to \$20.00 at \$6.66.

A Great Purchase of 500 Dozen High-Class Untrimmed Hats
At Prices Sensationally Low

The entire season's overproduction, surplus and samples of two prominent New York wholesale milliners have been secured at radical reductions from early season prices—marking an event that surpasses in value-giving importance any similar selling occasion of the year—a time when you may choose from thousands of the latest style Untrimmed Hats, at prices that represent but a fraction of the regular cost of such fine millinery.

You will be surprised and delighted with the extraordinary values, and the unlimited assortment of beautiful styles. Untrimmed Hats of every description—every one fresh, new and immaculate. At these wonderful savings:—

Lot One—Untrimmed Hats**Worth Up to \$2.00 at 69c**

Black Hats, Black-and-White Hats and Black Hats with colored edges, in all the most stunning shapes including Continentals, Sailors, and Turbans—every late style for mid-summer wear, in fact, is represented in the showing. Choice of values worth up to two dollars at 69c.

Lot Two—Untrimmed Hats**Worth Up to \$3.00 At 88c**

The assortment includes large new shapes in Black Hemp, with wide flared edges, also Plain Hemp and Milan Hemp Hats, in black, sand, navy blue and other leading colors; in smart and new Sailors, Turbans, Continentals, Pokes, and other shapes. Values actually worth up to three dollars at 88c.

We Will Trim Any of These Hats Free of Charge If the Materials Are Bought Here

Challenge Sale of Handkerchiefs

Men's full size white Hemstitched Handkerchiefs, of good serviceable quality, with wide or narrow hemstitched borders. Usual 3c and 4c—six to a dozen.

Women's Silk Crepe de Chine Handkerchiefs, in dainty colorings of light blue, pink, lavender, etc., usually 15c each. Challenge Sale price, 10c.

Hose Supporters
25c Kinds at 15c

Women's Pad Hose Supporters, large pads, with four straps of wide elastic. Usual 25c value at 15c pair tomorrow.

Dress Shields
Worth 15c and 19c 8c

The product of a famous maker, whose name we cannot mention because of the reduced price. Regular shapes and assorted sizes. Challenge Sale price, 8c pair.

25c Embroidered Wash Trimmings, 10c piece

Embroidered Wash Trimmings, in collars and cuffs, 1 and 2 yard pieces in all white and dainty colored effects. The most popular trimmings for spring and summer. Notion Dept.

59c Crex and Deltex Rugs, 29c

Handsome stenciled designs in Crex and Deltex Rugs; sizes 21x45 and 24x48; in green, brown and blue colors, also the popular plain green. 4th floor.

Challenge Sale of WOMEN'S SUITS**Offers Choice of Values Actually Worth up to \$25.00, For . . . \$10**

A suit sale that offers all that is new, all that is stylish, all that is smart and desirable at a price that means extraordinary savings, right at the beginning of the season. This is our idea of real, helpful service; and in the Challenge Sale you will find values that cannot be matched elsewhere in the city. Come, see the wealth of smart, stunning models we've gathered for your choosing at this astonishingly low price; the showing will prove a revelation and delight to the most discriminating suit buyer.

The newest ideas of the spring and summer season are represented, the qualities are guaranteed perfect in every respect.

These latest-moment styles embrace all the novelty effects designed by the world's fashion leaders, as well as the serviceable "tailor-mades."

Materials include Gabardines, Poplins, Checks, French Serges, Fancy Mixtures, Mannish Serges, New Crepe Cloths, Crepe Poplins, Novelty Suitings, etc.

All the new colors, such as Belgian Blue, New Green, Sand, Battleship Gray, Putty, Navy Blue, and Black. All sizes for misses and women in the lot at ten dollars.

\$10**A Sale That Challenges All Competition in Clothing Selling—****Men's \$10, \$12 SPRING SUITS****and \$13.50****At \$6.65**

Scores of men who know and appreciate unusual clothing values will be on hand tomorrow to take advantage of the exceptional savings offered in this sale of new spring suits.

Spend a few minutes in trying on one of these suits—note how well they are tailored, the splendid fit and workmanship; and you cannot fail to realize the money-saving possibilities in this group of suits at \$6.65.

They consist of pure worsted materials, in a range of about 50 patterns, including neat pin stripes, fancy mixtures, browns, English checks and many other dressy effects for business or dress wear. Young men's sizes, 15 to 20 years, and regular sizes from 33 to 42. Challenge Sale price, \$6.65.



A Notable Challenge Sale Offering of

Cotton Ratine Suitings
Regular 15c Value at, Yard . . . 8³/₄c

Here's a Challenge sale of new spring and summer wash goods that will interest scores of value-wise women tomorrow. Extra heavy quality, with the desirable Rice weave—a pretty and stylish material in high favor for suits and skirts. 27 inches wide, in a large assortment of spring shades.

Tomorrow at 8³/₄c a yard instead of 15c.**39c Crepe de Chine, 16c Yard**

27-inch Crepe de Chine, a lovely silk and linen fabric which has the appearance of the most expensive all-silk material and will give much greater service. Ideally suited for spring and summer frocks for street and afternoon wear.

The assortment includes all the wanted street and evening shades.

Women's Lisle Stockings**Regular 25c Value at 15c**

Women's Mercerized Lisle Stockings, of good serviceable quality—just the right weight for now. Seamless foot, double sole, high spliced heel and toe, and garter top. Choice of black and tan.

A staple 25c line of hosiery offered as a typical Challenge Sale value at 15c a pair.

25c Gauze Lisle Vests
For Women at 15c

Women with an eye to economy will be on hand to share the savings offered in this Challenge Sale of spring underwear.

These superior quality, snug-fitting Gauze Lisle Vests, low neck and sleeveless, with French band tops; in sizes 4, 5 and 6, offered tomorrow at 15c each instead of 25c.

\$3.50 "Deltex" Rugs, \$1.95

Strictly perfect quality "Deltex" Rugs, made of the tough grasses of the Western plains, in green and woven borders. Size 6x9 ft., strictly perfect quality rugs, reversible and durable. Ideal for summer use. Challenge Sale price, \$1.95. 4th Floor and Furniture Dept.

Sample Strips of Curtains
High-Grade Net Curtains Sold by the Pair at \$3, \$4, \$5 and \$6 Tomorrow 49c a strip

These are the manufacturer's sample strips used for showing the new styles in curtains to the retail trade, and as many can be matched into pairs they can be used to just as good advantage as if you paid the regular prices charged for such fine quality curtains if you bought them by the pair.

They are high-grade French Bobinet Curtains, and measure 2 1/2 and 3 yards long. Choice of white and ecru color. The styles embrace real Arabian, Cluny, and Renaissance lace trimmed effects, also braided and Marie Antoinette designs. Challenge Sale price, 49c a strip or half pair.

Misses' and Children's Shoes \$1
Worth Up to \$2.00 a Pair at . . . \$1

Stirring bargain news from the shoe department for the second day of the great Challenge Sale, offering economies that no prudent shoe buyer can afford to miss.

Girls' shoes, suitable and desirable styles in spring footwear for misses and children, including Button Shoes of Patent Colt, Gun Metal, and Kid Leathers. See every size of each style, but all sizes in the lot 6 to 12, 8c to 16c, up to \$2.00, tomorrow at ONE DOLLAR a pair. Shoe Dept., 4th Floor.

New Faille Poplins, 36-in. wide 59c
Regular \$1.00 Value at . . . 59c

This Challenge Sale of new spring silks sets the pace for low selling, and brings you savings of the most extraordinary character. These handsome silks of extra heavy, firm woven grade, with rich, lustrous finish, come in all the new spring and summer shades, including:

Light blue, Pink, Sand, Putty, Russian Green, Alice Blue, Reseda, Winter, Silver, Gray, Taupe, Garnet, Golden Brown, Seal Brown, Navy, and Black.

The 36-inch gauge for which other stores charge \$1.00, on sale tomorrow at 59c a yard.

36-inch Black Satin Duchesse, heavy rich satin face quality, all pure silk, perfect jet black. Regular price \$1.00 yard. 69c Challenge Sale price.

\$1.00 Hand Bags
at 69c

New styles in Hand Bags of leather or silk made—the smartest shapes for now. The leather bags have oxidized silver frames and four useful fittings.

Regular \$1 Hand Bags for the Challenge Sale at 69c each.

Children's Belts
for 9c each

Children's Patent Leather Belts, in correct styles and shapes, in double faced patent leather finish. Choice of red, white, and black, at 9c each.

19c Clasp Pins
Two in Set 9c

Gold-plated Lingerie Clasp Pins, two in a set; choice of dainty engraved designs. New and effective jewelry to wear with your summer waists.

25c Perfume Bottles
at 14c each

Sterling Silver Inlaid Perfume Bottles, in dainty shapes and artistic decorations. Offered in tomorrow's Challenge Sale at 14c each. Jewelry Dept.

Pearl Earrings
25c Value at 12c

Pearl Earrings, of good quality, in pretty shapes, with gold-plated mountings. Challenge Sale price, 12c pair.

59c Lace-trimmed Scarfs, 29c

Size 18x50. Very good quality, with wide insertions and edges of lace.

Art Dept.

**Boys' \$2 & \$2.50 Suits \$1.49**
Challenge Sale Price . . . \$1.49

A Challenge Sale of boys' spring clothing that sets a new record for extraordinary value-giving.

They are good, sturdy, serviceable quality suits for school and general wear, of Fancy Cheviots and Cassimeres, in a good variety of neat patterns. Yoke Norfolk Balkan patch pocket models, with full cut Knickerbocker pants. Sizes 6 to 14 years. The qualities cannot be equaled elsewhere for less than \$2.00 and \$2.50. Challenge Sale price, \$1.49.

"Ironclad" Seamless Sheets
Full 81x90 Inches, Regular Price, 97c . . . 49c

Housewives know this excellent brand of sheets and will welcome the opportunity to replenish their needs at the big savings afforded by tomorrow's sale.

They are full 81x90 double bed size, and made of heavy linen finish sheeting cotton that will give lasting wear. Hand torn and ironed, finished with 3-inch hem. Not seconds—strictly perfect quality "Ironclad" Seamless Sheets at 49c each.

Unmatchable Savings in Tomorrow's Challenge Sale of**Girls' New Spring Dresses**

Fresh, charming styles that you would hardly expect to buy at such little prices right at the beginning of the season. The values challenge comparison with any girls' dress offerings you'll find elsewhere.

Lot One—Girls' Tub Dresses of fine quality Repp material, in blue, pink, tan, and white embroidered calliped designs, with white belts. New and charming Russian models. Sizes 6 to 12 years. Regular \$1.00 values at 69c.

Art Dept.

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